

## Recent Books and Journals Articles in Public Opinion, Survey Methods, Survey Statistics, Big Data, Data Science, and User Experience Research. 2018 Update

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### Survey Practice

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Welcome to the 10th edition of this column on recent books and journal articles in the field of public opinion, survey methods, survey statistics, Big Data, data science and user experience research. Yes, it is the 10th anniversary of this paper series started in March 2009. In the first [article](#), there were only books in public opinion and survey methods, but over the years, I added more and more topics related to survey methods given our science is getting more interdisciplinary as ever. Special issues of journals have a space too because in my view, they are like edited books. Finally, I also added review papers from the journal series of *Annual Reviews* because these papers are seminal state of the art write-ups, a mini book, if you wish on a specific subject.

I hope the readers enjoyed the articles over the years and were able to find interesting books to improve their knowledge on a particular subject.

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This article is an update of the 2018 [article](#). Like the previous year, the books are organized by topic; this should help the readers to focus on their interests.

You will note that I use very broad definitions of public opinion, survey methods, survey statistics, Big Data, data science, and user experience research. This is because there are many books published in different outlets that can very useful to the readers of *Survey Practice*, even if they do not come from traditional sources of survey content.

It is unlikely I have exhaustively listed all new books in each subcategory; I did my best scouting different resources and websites, but I take full responsibility for any omission. The list is also focused only on books published in the English language and available for purchase (as an ebook or in print) at the time of this review (March 2019) and with copyright year of 2018. Books are listed based on the relevance to the topic, and no judgment is made in terms of quality of the content. We let the readers do so.

If you want to send information for the next issue, please send it to [surveypractice.new.books@gmail.com](mailto:surveypractice.new.books@gmail.com)

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## **JOURNALS SPECIAL ISSUES**

The *ANNALS of the American Academy of Political and Social Science* published a special issue on "Longitudinal Research on Social Dynamics: The PSID at 50 Years". Volume 680, Issue 1, 2018.

The *ANNALS of the American Academy of Political and Social Science* published a special issue on "What Census Data Miss about American Diversity". Volume 677, Issue 1, 2018.

The *International Journal of Market Research* published a special issue on "The Challenges of Accurately Measuring Public Opinion". Volume 60, Issue 2, 2018.

The *Journal of Elections, Public Opinion and Parties* published a special issue on "Donald Trump's Challenge to the Study of Elections". Volume 28, Issue 2, 2018.

The *Journal of Official Statistics* published a special issue on "Responsive and Adaptive Survey Design" Volume 34, Issue 3, 2018.

The *Journal of Official Statistics* published a special section on "Establishment Surveys" Volume 34, Issue 3, 2018.

*Methods, Data and Analysis (MDA)* published a special issue on "Comparative Survey Analysis – Models, Techniques, and Applications" Volume 12, Issue 2, 2018.

*Methods, Data and Analysis (MDA)* published a special issue on "Comparative Survey Analysis – Comparability and Equivalence of Measures" Volume 12, Issue 1, 2018.

*Public Opinion Quarterly* published a special issue on "The Psychology of Politics and Elections". Volume 82, Issue S1, 2018.

"Annual Reviews critically reviews the most significant primary research literature to guide researchers to the principal contributions of their field [...] Each article is its own search engine, providing a gateway to the essential primary research literature referenced within each topic" (from the Annual Reviews website).

## **RELEVANT TO OUR TOPICS THESE ARE THE REVIEWS PUBLISHED RECENTLY:**

Albarracin, Dolores, and Sharon Shavitt. 2018. "Attitudes and Attitude Change." *Annual Review of Psychology* 69 (1): 299–327.

Gile, Krista J., Isabelle S. Beaudry, Mark S. Handcock, and Miles Q. Ott. 2018. "Methods for Inference from Respondent-Driven Sampling Data." *Annual*

*Review of Statistics and Its Application* 5 (1): 65–93.

Keiding, Niels, and Thomas A. Louis. 2018. "Web-Based Enrollment and Other Types of Self-Selection in Surveys and Studies: Consequences for Generalizability." *Annual Review of Statistics and Its Application* 5 (1): 25–47.

Kenett, Ron S., Danny Pfeffermann, and David M. Steinberg. 2018. "Election Polls—A Survey, a Critique, and Proposals." *Annual Review of Statistics and Its Application* 5 (1): 1–24.

Lupu, Noam, and Kristin Michelitch. 2018. "Advances in Survey Methods for the Developing World." *Annual Review of Political Science* 21 (1): 195–214.

Ruggles, Steven, Catherine A. Fitch, and Evan Roberts. 2018. "Historical Census Record Linkage." *Annual Review of Sociology* 44 (1): 19–37.

Short, Jeremy C., Aaron F. McKenny, and Shane W. Reid. 2018. "More than Words? Computer-Aided Text Analysis in Organizational Behavior and Psychology Research." *Annual Review of Organizational Psychology and Organizational Behavior* 5 (1): 415–35.

Skinner, Chris. 2018. "Issues and Challenges in Census Taking." *Annual Review of Statistics and Its Application* 5 (1): 49–63.

Sniderman, Paul M. 2018. "Some Advances in the Design of Survey Experiments." *Annual Review of Political Science* 21 (1): 259–75.

#### **PUBLIC OPINION BOOKS**

Atkenson, Lonna Rae, and R. Michael Alvarez, eds. 2018. *The Oxford Handbook of Polling and Survey Methods*. Oxford Handbooks. Oxford: Oxford University Press.

Fisher, Justin, Edward Fieldhouse, Mark N. Franklin, Rachel Gibson, Marta Cantijoch, and Christopher Wlezien, eds. 2018. *The Routledge Handbook of Elections, Voting Behavior and Public Opinion*. New York: Routledge.

Herron, Erik S., Robert J. Pakkanen, and Matthew S. Shugaradt, eds. 2018. *The Oxford Handbook of Electoral Systems*. Oxford: Oxford University Press.

Nguyen, An, ed. 2018. *News, Numbers and Public Opinion in a Data-Driven World*. New York: Bloomsbury.

Reilly, Shauna, and Stacy Ulbig. 2018. *The Resilient Voter. Stressful Polling Places and Voting Behavior*. Lanham, MD: Rowman & Littlefield.

Wood, Steve A. 2018. *Data in Decline: Why Polling and Social Research Miss the Mark*. Steve Wood.

#### **SURVEY METHODS BOOKS**

Anderson, Emily E., and Amy Corneli. 2018. *100 Questions (and Answers)*

*about Research Ethics*. Thousand Oaks, CA: Sage.

Abraham, Katharine G., Constance F. Citro, Glenn D. Jr. White, and Nancy K. Kirkendall, eds. 2018. *Reengineering the Census Bureau's Annual Economic Surveys*. Washington D.C.: Academy Press.

Berenson, Kathy R. 2018. *Managing Your Research Data and Documentation*. Washington D.C.: American Psychological Association.

Brace, Ian. 2018. *Questionnaire Design. How to Plan, Structure and Write Survey Material for Effective Market Research*. 4th ed. London: Kogan Page.

Davidov, Eldad, Peter Schmidt, Jaak Billiet, and Bart Mueleman, eds. 2018. *Cross-Cultural Analysis. Methods and Application*. 2nd ed. New York: Routledge.

Emmerich, Nathan. 2018. *Virtue Ethics in the Conduct and Governance of Social Science Research. Vol: 3*. Bingley, UK: Emerald Publishing.

Frey, Kurt P., and Aiden P. Gregg. 2018. *Experiments with People. Revelations from Social Psychology*. Mahwah, NJ: Psychology Press.

Gfroerer, Joseph. 2018. *War Stories from the Drug Survey. How Culture, Politics, and Statistics Shaped the National Survey on Drug Use and Health*. Cambridge MA: Cambridge University Press.

Johnson, Timothy P., Beth-Ellen Pennell, Ineke Stoop, and Brita Dorer, eds. 2018. *Advances in Comparative Survey Methods: Multinational, Multiregional, and Multicultural Contexts (3MC)*. Hoboken, N.J.: Wiley.

Morgan, David L. 2018. *Basic and Advanced Focus Groups*. Thousand Oaks, CA: Sage.

Nardi, Peter M. 2018. *Doing Survey Research. A Guide to Quantitative Methods*. 4th ed. New York: Routledge.

Ó Riagáin, Pádraig. 2018. *Measures of Language Proficiency in Censuses and Surveys. A Comparative Analysis and Assessment*. London: Palgrave Macmillan.

Robinson, Sheila B., and Leonard Kimberly Firth. 2018. *Designing Quality Survey Questions*. Thousand Oaks, CA: Sage.

Vannette, David L., and Krosnick, Jon A., eds. 2018. *The Palgrave Handbook of Survey Research*. London: Palgrave.

Woodfield, Kandy. 2018. *The Ethics of Online Research. Vol: 2*. Bingley, UK: Emerald Publishing.

#### **SURVEY STATISTICS BOOKS**

Arboretti, Rosa, Arne C. Bathke, Stefano Bonnini, Paolo Bordignon, Eleonora Carrozzo, Livio Corain, and Luigi Salmaso. 2018. *Parametric and*

*Nonparametric Statistics for Sample Surveys and Customer Satisfaction Data.* New York: Springer.

Bandalos, Deborah L. 2018. *Measurement Theory and Applications for the Social Sciences.* New York: Guilford Press.

Bécue-Bertaut, Mónica. 2018. *Textual Data Science with R.* Boca Raton, FL: CRC Press.

Flora, David B. 2018. *Statistical Methods for the Social and Behavioural Sciences. A Model-Based Approach.* Thousand Oaks, CA: Sage.

Frieman, Jerome, Donald A. Saucier, and Stuart S. Miller. 2018. *Principles & Methods of Statistical Analysis.* Thousand Oaks, CA: Sage.

Funatogawa, Ikuko, and Takashi Funatogawa. 2018. *Longitudinal Data Analysis: Autoregressive Linear Mixed Effects Models.* JSS Research Series in Statistics. Springer.

Griffith, James F., and Gregory Benoit. 2018. *Survey Data Analysis in Applied Settings.* Chicago: Academic Press.

Haig, Brian D. 2018. *The Philosophy of Quantitative Methods: Understanding Statistics.* Oxford: Oxford University Press.

Hair Jr., Joseph F., Marko Sarsted, Christian Ringle, and Siegfried Gudergan. 2018. *Advanced Issues in Partial Least Squares Structural Equation Modelling.* Thousand Oaks, CA: Sage.

Hayes, Andrew F. 2018. *Introduction to Mediation, Moderation, and Conditional Process Analysis. A Regression Based Approach.* 2nd ed. New York: Guilford Press.

Hjellbrekke, Josh. 2018. *Multiple Correspondence Analysis for the Social Sciences.* New York: Routledge.

Imai, Kosuke. 2018. *Quantitative Social Science. An Introduction.* Princeton, NJ: Princeton University Press.

Laaksonen, Seppo. 2018. *Survey Methodology and Missing Data: Tools and Techniques for Practitioners.* New York: Springer.

Linden, Wim J. van der, ed. 2018. *Handbook of Item Response Theory, Three Volume Set.* Boca Raton, FL: CRC Press.

Martin, John Levi. 2018. *Thinking through Statistics.* Chicago: University of Chicago Press.

Maxwell, Scott E., Delaney Harold D., and Ken Kelley. 2018. *Designing Experiments and Analyzing Data. A Model Comparison Perspective.* 3rd ed. Routledge: New York.

Mukherjee, S. P., Bikas K. Sinha, and Asis Chatterjee. 2018. *Statistical Methods in Social Science Research*. New York: Springer.

Raghunathan, Trivellore, Patricia A. Berglund, and Peter W. Solenberger. 2018. *Multiple Imputation in Practice: With Examples Using IVEware*. Boca Raton, FL: CRC Press.

Valliant, Richard, and Jill Dever. 2018. *Survey Weights: A Step-by-Step Guide to Calculation*. College Station, TX: Stata Press.

Valliant, Richard, Jill A. Dever, and Frauke Kreuter. 2018. *Practical Tools for Designing and Weighting Survey Samples*. 2nd ed. Statistics for Social and Behavioral Sciences. New York: Springer.

Warne, Russell T. 2018. *Statistics for the Social Sciences. A General Linear Model Approach*. Cambridge: Cambridge University Press.

### **BIG DATA, DATA SCIENCE, SOCIAL MEDIA AND OTHER RELEVANT BOOKS**

Burgess, Jean, Alice Marwick, and Thomas Poell, eds. 2018. *The SAGE Handbook of Social Media*. Thousand Oaks, CA: SAGE.

Caffo, Brian, Roger D. Peng, and Jeffrey Leek. 2018. *Executive Data Science. A Guide to Training and Managing the Best Data Scientists*. Leanpub.

Ceron, Andrea, Luigi Curini, and Stefano Maria Iacus. 2018. *Politics and Big Data: Nowcasting and Forecasting Elections with Social Media*. New York: Routledge.

Chen, Shu-Heng, ed. 2018. *Big Data in Computational Social Science and Humanities*. New York: Springer.

Evergreen, Stephanie D. H. 2018. *Presenting Data Effectively. Communicating Your Findings for Maximum Impact*. 2nd ed. Thousand Oaks, CA: Sage.

Gudivada, Venkat, and C.R. Rao, eds. 2018. *Handbook of Statistics 38. Computational Analysis and Understanding of Natural Languages: Principles, Methods and Applications*. Amsterdam: North Holland.

Ignatow, Gabe, and Rada F. Mihalcea. 2018. *An Introduction to Text Mining. Research Design, Data Collection, and Analysis*. Thousand Oaks, CA: Sage.

Kotu, Vijay, and Bala Deshpande. 2018. *Data Science. Concepts and Practice*. 2nd ed. Cambridge, MA: Morgan Kaufmann.

Peng, Roger D., and Elizabeth Matsui. 2018. *The Art of Data Science. A Guide for Anyone Who Works with Data*. Leanpub.

Richterich, Annika. 2018. *The Big Data Agenda: Data Ethics and Critical Data Studies*. London: University of Westminster Press.

Salganik, Matthew J. 2018. *Bit by Bit. Social Research in the Digital Age*. Princeton, NJ: Princeton University Press.

Saltz, Jeffrey S., and Jeffrey M. Stanton. 2018. *An Introduction to Data Science*. Los Angeles, CA: Sage.

Stützer, Cathleen M, Martin Welker, and Marc Egger, eds. 2018. *Computational Social Science in the Age of Big Data: Concepts, Methodologies, Tools, and Applications*. Cologne: Herbert von Halem Verlag.

#### **USER EXPERIENCE RESEARCH BOOKS**

De Blecker, Inge, and Rebecca Okoroji. 2018. *Remote Usability Testing: Actionable Insights in User Behavior across Geographies and Time Zones*. Birmingham, UK: Packt.

Hartson, Rex, and Pardha Pyla. 2018. *The UX Book. Agile UX Design for a Quality User Experience*. Cambridge, MA: Morgan Kaufmann.

Klein, Laura. 2018. *UX for Lean Startups: Faster, Smarter User Experience Research and Design*. Sebastopol, CA: O'Reilly Media.

Marsh, Stephanie. 2018. *User Research. A Practical Guide to Designing Better Products and Services*. London: Kogan Page.

Stull, Edward. 2018. *UX Fundamentals for Non-UX Professionals: User Experience Principles for Managers, Writers, Designers, and Developers*. New York: Apress.

Tomlin, W. Craig. 2018. *UX Optimization: Combining Behavioral UX and Usability Testing Data to Optimize Websites*. New York: Apress.

2018. Survey Data Analysis in Applied Settings. Chicago: Academic Press. Quantitative Social Science: An Introduction. Jan 2018. Kosuke Imai. Imai, Kosuke. 2018. Statistical Methods in Social Science Research. New York: Springer. Practical Tools for Designing and Weighting Survey Samples. Jan 2018. Richard Valliant. Jill A Dever. Frauke Kreuter. Valliant, Richard, Jill A. Dever, and Frauke Kreuter. 2018. Practical Tools for Designing and Weighting Survey Samples.